

To the Members of the California State Assembly:

I am returning Assembly Bill 1466 without my signature.

Litter prevention and recycling messages have proven to be an effective tool for conservation. While I believe it is important to utilize litter prevention and recycling messages throughout the State, I do not see it as good policy to place slogans into statute. In order for slogans to be effective, they need to include cultural and regional elements, as well as retain the ability to evolve with changing times. Placing a slogan in statute does not provide the necessary flexibility.

This bill establishes “Don’t Trash California” and “California es tu casa. No hagas de ella un basurero,” as the unified litter prevention and recycling slogan for California. This bill authorizes agencies to incorporate the unified message into all litter prevention and recycling messages, signs and advertisements.

Litter prevention is a priority for the State and there is preliminary data illustrating that pilot projects using these slogans have proven to be effective. Therefore, I am directing Agencies to incorporate these messages into signage and educational materials where appropriate.

For the aforementioned reasons, I am unable to sign this measure.

Sincerely,

Arnold Schwarzenegger